

The Safe Migration Project

Starting Secondary School

Schools Pack

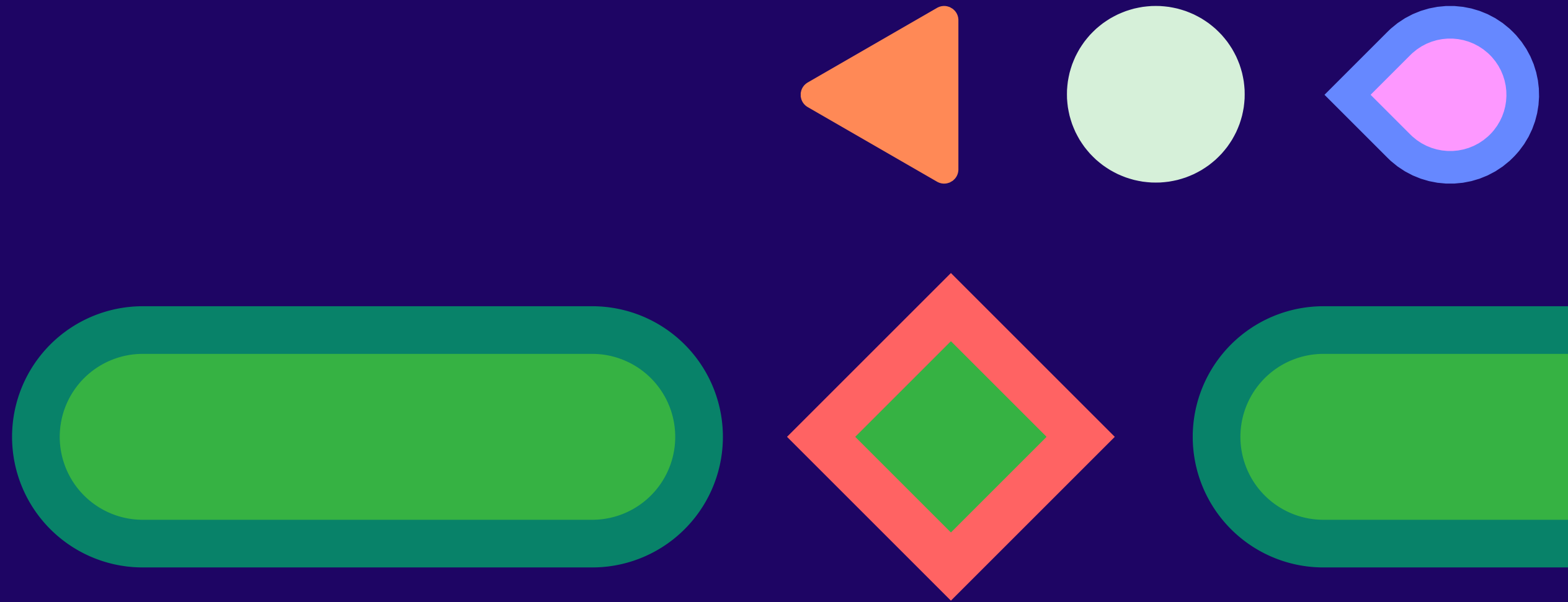
Downloadable resources to share with your school community.



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Introduction



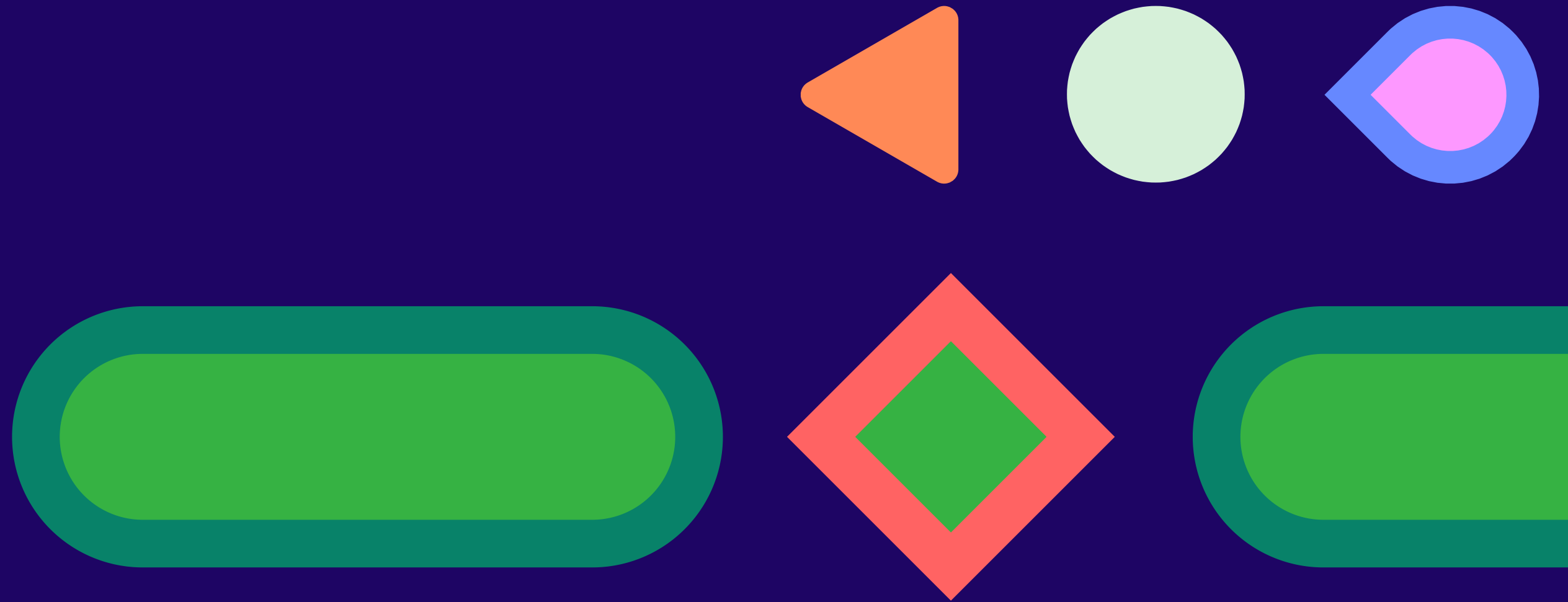
Introduction

Keeping your students safe on their journey to and from school is a priority we all share. The TAC's Safe Migration Project is an initiative designed to give parents and carers practical tips to help their children travel safely to and from secondary school.

We have provided schools with engaging, easy-to-follow resources that you can share with parents and carers to support safe travel habits from day one. These resources are ready for you to pass on to your school community at key moments, such as during Year 7 orientation or when welcoming new students.

By sharing these resources, you'll empower parents and carers to feel more confident about their children's safe travel while reinforcing your school's role as a proactive community that prioritises student safety and wellbeing.

Messaging



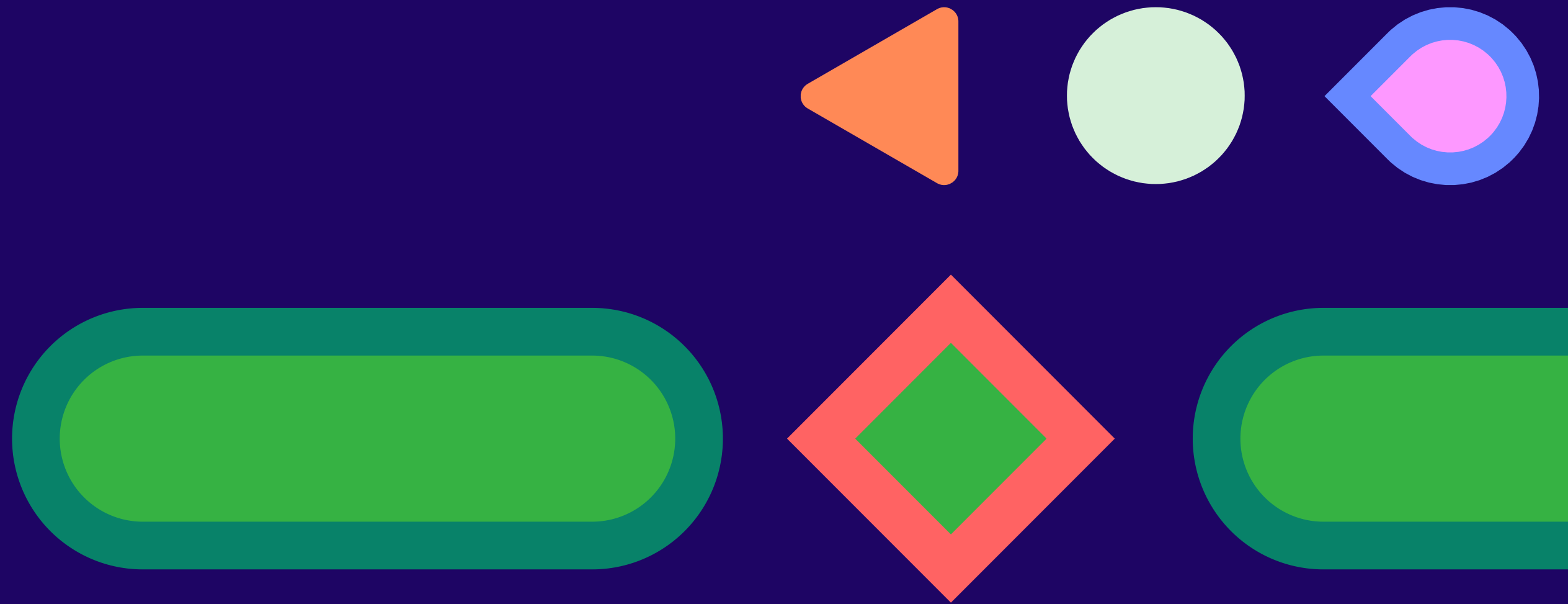
Messaging

The TAC encourages you to share the key messages from the Safe Migration fact sheet with your school community to help raise awareness of tips to help children travel safely to and from secondary school.

There are a range of helpful messages about:

- planning the safest route
- using public transport and walking safely
- cycling safely
- keeping passengers and school neighbourhoods safe when driving
- considering where you park for drop-off and pick-up.

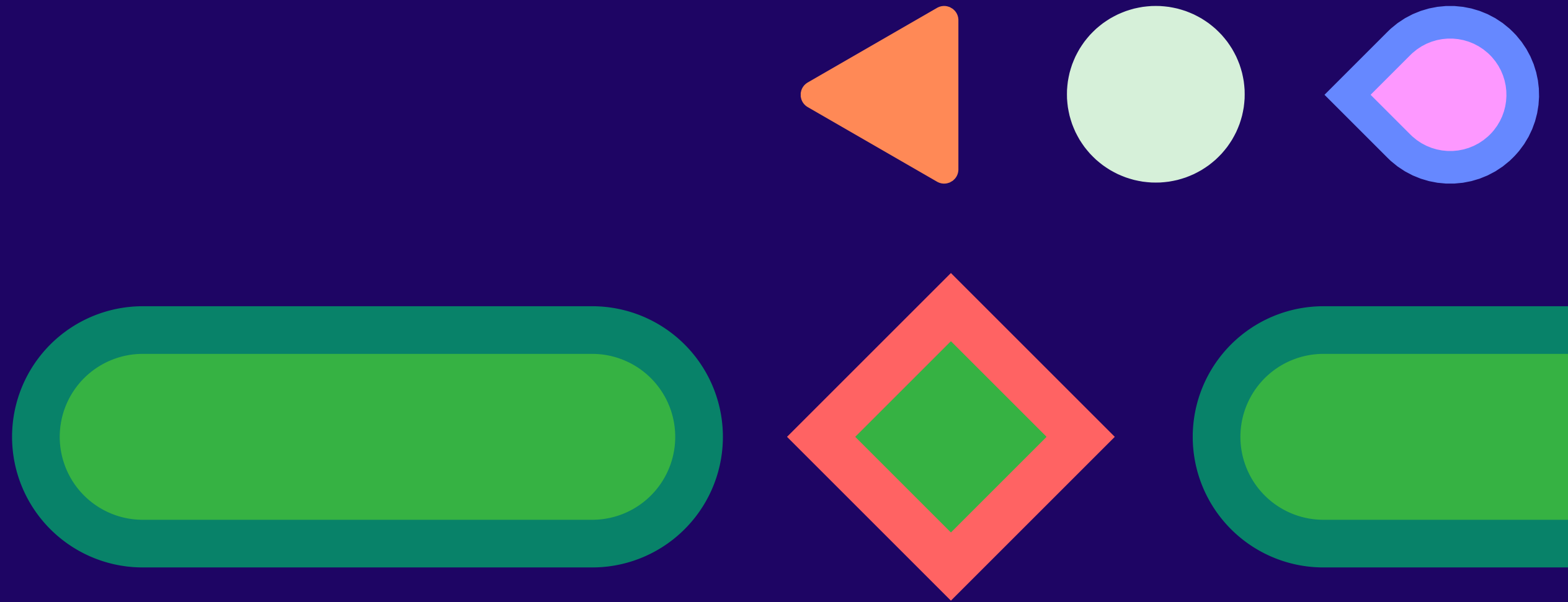
What you can do



What you can do

To support the project, this pack includes digital assets to share with your school network. Click the links on each page to download the assets to your device and read our tips on how to use and share each resource and asset below.

Assets



Fact sheet

The TAC has created a helpful fact sheet (available in multiple languages) with practical, easy-to-follow safe travel tips for parents and carers.

How to use the fact sheet:

- Share the fact sheet in your school newsletter, emails, or social media to reach parents and carers directly
- Incorporate it into Year 7 orientation sessions or parent information nights to start a conversation about safe travel to and from school
- Embed a link to the fact sheet on your school website to keep it easily accessible for families
- Encourage parents and carers to read the fact sheet and discuss the safety tips with their children as part of building safe travel habits.

Tip: The fact sheet is a great way to introduce your school's involvement in the TAC's Safe Migration Project and reinforce your commitment to student safety and wellbeing.



[Download Fact Sheet](#)

Newsletter content

We've developed 4 ready-to-use newsletter articles that your school can easily include in upcoming newsletters or parent communications. Each piece aligns with the TAC's Safe Migration Project and helps families build safe travel habits.

#1 Newsletter - Support your child to travel safely to and from school

Advised to go in school's December newsletter.

Copy:

As a school community, we're committed to supporting safe travel habits from the very beginning of secondary school. Through the TAC's Safe Migration Project, we'll be sharing practical tips and resources with families to support you and your children and teenagers to travel safely to and from school - whether they're walking, cycling, using public transport, or being driven.

We encourage you to take a look at the resources on offer, designed to spark important conversations about safe travel to and from school.

[Click here to read the fact sheet](#) (available in multiple languages) for easy-to-follow safe travel tips.

HOW TO USE THEM:

- Copy and paste the newsletter content directly into your school's e-newsletter or parent update
- Share articles on suggested months to keep safety messages consistent and visible throughout the year.

Newsletter content cont.

#2 Newsletter - Safe active travel tips

Advised to go in school's December newsletter.

Copy:

As the warmer weather arrives, we see more students walking, cycling and using public transport to get to and from school.

Here's a quick safety checklist to go over with your child before they commence their journey to and from school:

- plan the safest route – it might not be the quickest
- choose quieter streets with lower speed limits (ideally 40km/h or less)
- avoid busy roads and complex intersections
- discuss potential hazards and how to avoid them
- practise the route together before school starts
- avoid distractions like using phones when crossing roads
- cross roads at pedestrian crossings, pedestrian signals, and places where drivers can see them
- stand behind the yellow line at train stations
- always exit buses or trams onto the nearest footpath – never walk behind or in front of them to cross the road
- when cycling, prioritise bike and shared-use paths or roads with bike lanes
- ensure they wear a helmet when cycling – they reduce the risk of head injury by 74%
- make sure bikes have a bell, working brakes and a rear reflector.

Your child should also know:

- helmets are required by law
- it's illegal and unsafe for children under 16 to ride e-scooters in Victoria
- there are a range of laws about when and how e-scooters can be used, and significant penalties apply.

By actioning these simple steps, we can all enjoy the benefits of safe active travel.

[Click here to read the fact sheet](#) (available in multiple languages) for more tips on safe travel to and from school.

Newsletter content cont.

#3 Newsletter - Planning your safe school journey

Advised to go in school's January newsletter.

Copy:

Welcome to our new Year 7 families! We warmly welcome all our new Year 7 students and their families as you begin your exciting school journey at **[Insert School's Name]**.

Moving from primary to secondary school is an exciting time, though it does come with a lot of new learning for both you and your child. That's why starting secondary school is the perfect time to build safe travel habits to and from school. Whether your child walks, cycles, takes public transport, or you drive them, there are simple steps we can all take to make every school journey safer.

We're excited to share the TAC's Safe Migration Project resources with you, designed to give schools and families the support needed to help children travel safely to and from school.

[Click here to read the fact sheet](#) (available in multiple languages) for tips on safe travel to and from school.

Let's work together to make every school journey a safe one.

#4 Newsletter - A safe start for our new families

Advised to go in school's February newsletter.

Copy:

A safe start for our new families.

Congratulations to our new Year 7 families on completing the first month of secondary school! We know this is a big transition, and we're so proud of how our students (and parents and carers) are settling into secondary school life.

As you and your child continue to establish your daily routines, it's a great time to revisit the safe travel tips and resources available through the TAC's Safe Migration Project. These practical tools are designed to help students travel safely to and from school, whether they're walking, cycling, using public transport, or being driven.

[Read the fact sheet](#) (available in multiple languages) for practical, easy-to-follow safe travel tips for parents and carers.

At **[Insert School's Name]**, we're committed to supporting the safety of every student in our school community.

PowerPoint slides

The PowerPoint presentation includes key messages for parents and carers on travelling safely to and from school.

How to use it:

- Include it as part of your Year 7 Orientation sessions or any opportunity safe travel is at the forefront of your school's communications
- It can be edited to include tips that are specific to your school community.

[Download PowerPoint slides](#)



Feel free to add extra slides to suit your school community, but please do not alter existing road safety content.



Social media posts

We've created 3 ready-to-use social media posts with accompanying carousel assets for your school to share across your channels.

How to use them:

- Download the assets and consider using the messaging and wording provided from this pack for your social media caption
- Post on your school's Facebook, Instagram, or community pages to remind families about safe travel to and from school.

Tips: To make the post your own, you can:

- Use the provided social media tile
- Tailor your message to your school's tone and add any specific tips. Eg. "Parents, make sure you park on Smith St to drop your children off"
- Share posts on suggested months to keep safe travel front of mind throughout the Term.

Social media post #1

Suggested for schools to post in December.

Suggested Caption:

We're proud to support our school's commitment to road safety and helping children travel safely to and from school, whether they're walking, riding, scootering, or being driven.

Because at **[Insert School's Name]**, the safety of our students always comes first. 🧡🚶

Visit The Safe Migration Project website to find out more -
www.roadsafetymigration.vic.gov.au/safemigration-secondary

#TACSafeMigrationProject #RoadSafety

[Download Assets](#)

*Please download the assets and upload them as a carousel on Facebook or Instagram (order of carousel is numbers in the file name). There are sizes for both feed posts and stories.

4:5 (in-feed posts)

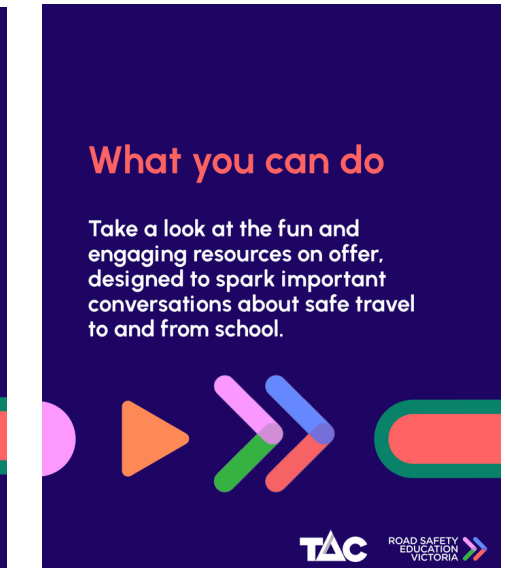
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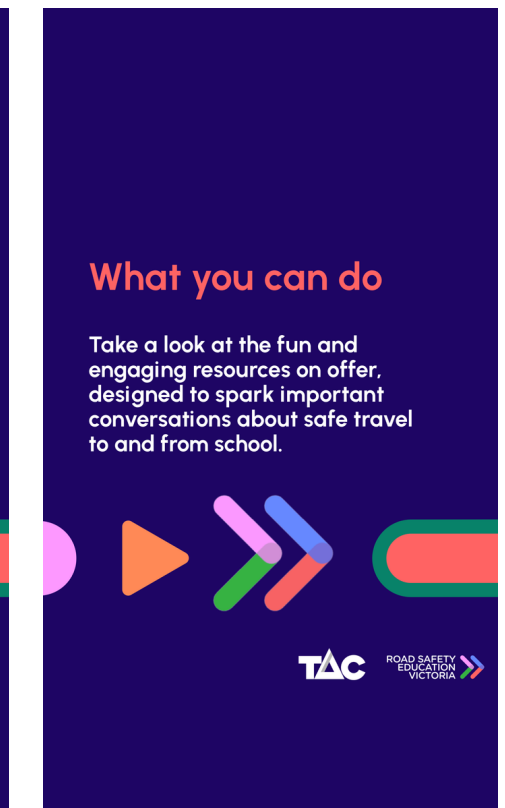
2.



3.



9:16 (Stories)



Social media post #2

Suggested for schools to post in December.

Suggested Caption:

🚲 Make your child's active journey to secondary school a safe one 🚶

Whatever mode of active travel your child chooses, there are simple steps we can all take to make every school journey safer.

Swipe to see tips on planning the safest route, walking, cycling and using public transport. Together, we can support our students to travel safely to and from school.

We're proud to share these tips and support safe school journeys as part of the TAC's Safe Migration Project.

Visit The Safe Migration Project website to find out more - www.roadsafetyeducation.vic.gov.au/safemigration-secondary.

#SafeSchool #SafeMigrationProject #RoadSafety

[Download Assets](#)

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4:5 (in-feed posts)

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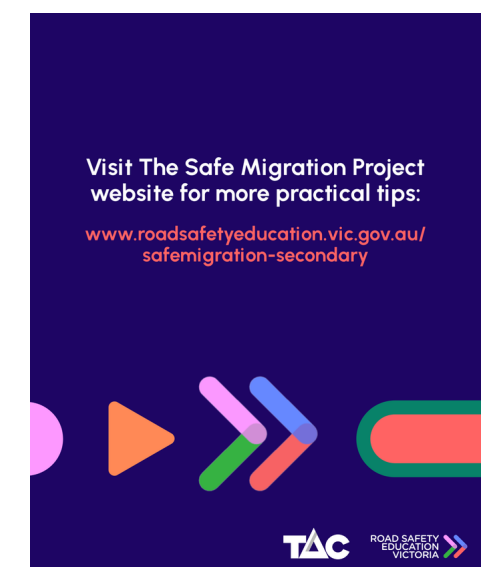
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5.



6.



9:16 (stories supplied in link to download)

Social media post #3

Suggested for schools to post in March.

Suggested Caption:

🚶 Make your child's journey to secondary school a safe one. 🚶

There are simple steps we can all take to make every school journey safer when driving around school neighbourhoods.

Swipe to see tips for keeping children and the broader community safe when driving to school. Together, we can support safe journeys to and from school.

We're proud to share these tips and prioritise safe travel for our school community as part of the TAC's Safe Migration Project.

Visit The Safe Migration Project website to find out more - www.roadsafetyeducation.vic.gov.au/safemigration-secondary.

#SafeSchool #SafeMigration #RoadSafety

[Download Assets](#)

*Please download the assets and upload them as a carousel on Facebook or Instagram (order of carousel is numbers in the file name). There are sizes for both feed posts and stories.

4:5 (in-feed posts)

1.



2.

Keep children and school neighbourhoods safe by:

- slowing down when driving
- taking extra care, as children can be easily distracted and unpredictable when using roads
- ensuring all passengers wear seatbelts or use booster seats as required
- driving within the sign-posted speed limit.

3.

If driving, consider where you park. To do so safely:

- use dedicated drop-off and pick-up zones properly
- if possible, park a short distance from the school and walk the rest of the way to help reduce congestion and improve safety at the school gate.

4.

Visit The Safe Migration Project website for more practical tips:

www.roadsafetyeducation.vic.gov.au/safemigration-secondary

9:16 (Stories)

1.



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Visit The Safe Migration Project website for more practical tips:

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Additional resources

Click the below links to learn more.

- [Public Transport tips](#)
- [Cyclist safety](#)
- [E-scooter road rules](#)
- [Bike Ed Program for schools](#)
- [Road Safety Education Victoria](#)

If you have any questions about these resources, please contact the TAC Education Team at roadsafetyeducation@tac.vic.gov.au